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JUL-581-2293

PRODUCT INFORMATION (REGULAR) (CONT'D)

Area of Introduction: TA #28 (Cleveland less Pennsylvania Counties)

First Ship Date: September 3, 1991

Retail Work Begins: September 16, 1991

Introductory Period: September 3 - October 18, 1991

Introductory Terms: 3 $\frac{1}{4}$ - 30-day terms on all new KOOL family product (6M and 12M cases) purchased and shipped during the introductory period September 3 through October 18.

NOTE: Standard 3 $\frac{1}{4}$ - 14-day terms will apply to all KOOL regular product purchased and shipped after the introductory period.

Introductory Allowance: \$35 per 12M case deducted from invoice on all regular allocated KOOL product purchased and shipped during the introductory period September 3 through October 18.

Product/Packaging

- Cork filter on KOOL Filters and KOOL Classic.
- White filter on KOOL Lights and KOOL Ultra Lights.
- No change in KOOL Classic product blend.
- No change in KOOL Filters product blend (same as current KOOL MILDS).
- New improved blend for KOOL Lights and KOOL Ultra Lights styles.
- New contemporary family packaging.
- Packaging for KOOL Classic styles has the wording "Classic Menthol" added.
- No additional styles added.

Regular Stock Order Book Information

	<u>KINGS/BOX STYLES</u>	<u>100'S STYLES</u>
List Price*		
Per M	\$ 58.25	\$ 59.75
Per 12M Case	\$699.00	\$717.00
Per 6M Case	\$349.50	\$358.50
Per Carton	\$ 11.65	\$ 11.95

*All prices are subject to change.

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PRODUCT INFORMATION (REGULAR) (CONT'D)Regular Stock Order Book Information (Cont'd):UPC Codes (Manufacturer's Identification Number = 27200)

	Count	Count	Count	Count
	KOOL	27200	KOOL	27200
	Filters	Filters	Filters	Filters
	Kings	100's	Box	Kings
12M Case**	01027	01028	01026	01067
6M Case**	—	01328	01326	01367
Carton	01127	01128	01126	01129
Full Package	00255	00261	00323	00292
Supp. Package	272552	272612	273282	272922
				272932

	Count	Count	Count	Count
	KOOL	27200	KOOL	27200
	Ultra	Ultra	Classic	Classic
	Kings	100's	Kings	100's
12M Case**	01069	01070	01088	01089
6M Case**	01393	01394	—	—
Carton	01135	01137	01120	01125
Full Package	00294	00295	00253	00254
Supp. Package	272942	272952	272532	272542
				272522

**Last four digits are product order codes.

Replacing 10 normal styles of Kools.

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